

# CORE THOUGHT

## Aligning Method With Desired Outcome

Instructions: Read each scenario and decide whether the program should measure attitude, knowledge, behavior, or condition. Decide if the proposed measurement strategy measures this type of outcome or something else.

If the proposed measurement strategy does not measure the right outcome type, then propose a solution to address this problem. If there are problems with the program's choice of desired outcome, then propose a more appropriate outcome to measure and suggest how the program might measure it.

### Scenario 1 – Financial Literacy

Intervention: Staff and volunteers provide financial literacy training to economically disadvantaged adults.				
Desired Outcome: Economically disadvantaged adults improve understanding of household budgeting, savings accounts, consumer credit, etc.	Change in Attitude	Change in Knowledge	Change in Behavior	Change in Condition
Proposed Measurement Method: Program participants rate their knowledge of financial matters via post-training questionnaire.	Change in Attitude	Change in Knowledge	Change in Behavior	Change in Condition
If the program is <u>not</u> measuring the right outcome, how can they address this problem?				

### Scenario 2 – Volunteer Capacity

Intervention: Staff and volunteers develop training and promotional materials to help a community-based organization attract and retain more community volunteers.				
Desired Outcome: Organization experiences an increase in the number of service hours provided annually by the community.	Change in Attitude	Change in Knowledge	Change in Behavior	Change in Condition
Proposed Measurement Method: Survey community members to find out if they have increased their volunteering.	Change in Attitude	Change in Knowledge	Change in Behavior	Change in Condition
If the program is <u>not</u> measuring the right outcome, how can they address this problem?				

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## Scenario 3 – Healthy Food

Intervention: Staff and volunteers engage children in community gardening, teach them about healthy foods, and demonstrate healthy and appealing ways to prepare food.				
Desired Outcome: Children consume more healthy foods.	Change in Attitude	Change in Knowledge	Change in Behavior	Change in Condition
Proposed Measurement Method: Children identify health foods from a list of food items.	Change in Attitude	Change in Knowledge	Change in Behavior	Change in Condition
If the program is <u>not</u> measuring the right outcome, how can they address this problem?				

## Scenario 4 – Waste Reduction and Recycling

Intervention: Staff and volunteers distribute recycling bins and brochures on how to reduce waste, recycle, and compost to households.				
Desired Outcome: Less trash and less recyclable and compostable material end up in local landfills.	Change in Attitude	Change in Knowledge	Change in Behavior	Change in Condition
Proposed Measurement Method: Households report positive changes in trash disposal, recycling and composting habits.	Change in Attitude	Change in Knowledge	Change in Behavior	Change in Condition
If the program is <u>not</u> measuring the right outcome, how can they address this problem?				

## Scenario 5 – School Attendance

Intervention: Staff and volunteers mentor youth with school attendance problems to promote reengagement with school and learning.				
Desired Outcome: Children with attendance problems increase school attendance.	Change in Attitude	Change in Knowledge	Change in Behavior	Change in Condition
Proposed Measurement Method: Obtain data on attendance and absenteeism from school.	Change in Attitude	Change in Knowledge	Change in Behavior	Change in Condition
If the program is <u>not</u> measuring the right outcome, how can they address this problem?				